

Exam Google-Ads-Video Syllabus | Dumps Google-Ads-Video Guide

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1. Explain the value of a business network	A business network is a complex network of companies working together to accomplish a certain objective Business networks benefit from connectivity and data transparency Participants are customers, suppliers, partners and can be cross-geography Business networks enable streamlined business processes and allow companies to focus on their specialties
2. Articulate Blockchain for business concepts	Smart Contract - A set of code-based workflows that are predetermined by two counterparties that can automatically set deal terms based on various thresholds Public Blockchain Private Blockchain Permissioned Blockchain Consortium
3. Articulate the differences between blockchain for business and other blockchain	Because of privacy issues present in a business environment. A company may elect to implement a private or permissioned blockchain, rather than a public blockchain (i.e. BTC) Companies can configure the consensus mechanism, assets being transferred, or what data gets written to the blockchain and assign permissions to network admins Requirements of a blockchain for business Assets: Participants decide which assets to share/identity. Participants know who they are dealing with, information shared is need-to-know Endorsement: Participants give provable endorsements
4. Demonstrate an understanding of	

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Google Ads Video Professional Assessment Exam Sample Questions (Q49-Q54):

NEW QUESTION # 49

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist him. How can Google's Video solutions assist the store owner with Video campaigns?

- A. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1
- B. Google's Video solutions automatically create video assets based on the content of the domain being advertised. 1. www.questionai.com
www.questionai.com
- **C. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
- D. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.

Answer: C

Explanation:

A: Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective.

This simplifies campaign creation and ensures alignment with goals.

The other options are not primary benefits of Google's Video solutions.

NEW QUESTION # 50

If you want to run a Video action campaign that reaches customers who already searched for specific keywords on Google Search, which audience solution should you use?

- A. Demographics and Detailed Demographics
- B. Customer Match
- C. In-Market Audiences
- **D. Custom Audiences**

Answer: D

Explanation:

A: Custom Audiences:

Custom Audiences allow you to target users based on their past search activity on Google.

This is perfect for reaching customers who have already shown interest in specific keywords.

In-Market audiences target broad purchase intent, not specific search terms.

NEW QUESTION # 51

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. Combine their Custom Audiences with Demographic Audiences in the same ad group.
- B. Use five of their best-converting placements from their Display campaigns.
- C. Layer as many audience types as possible within the same ad group.
- **D. Use 10 to 15 of the best-converting keywords from their Search campaigns.**

Answer: D

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

NEW QUESTION # 52

A consumer goods company wants to build awareness and recall for their brand. How can a Google Video campaign help achieve this goal?

- A. By surfacing comparisons to potential customers in similar businesses.
- B. By reaching potential customers in decision making moments.
- C. By influencing potential customers in opinion shaping moments.
- D. By reaching potential customers and keeping the brand top of mind.

Answer: D

Explanation:

D: By reaching potential customers and keeping the brand top of mind.

Awareness campaigns aim to increase brand recognition and recall.

Google Video campaigns help reach a broad audience and reinforce brand messaging.

The other options describe other marketing goals.

NEW QUESTION # 53

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

- A. They'll see how many ads served to how many people and how many times, across devices and formats.
- B. They'll get to see the terms people were searching for when seeing their ads.
- C. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.
- D. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.

Answer: A

Explanation:

C: They'll see how many ads served to how many people and how many times, across devices and formats.

Unique reach and frequency metrics provide insights into the number of unique users reached and the average number of times they saw the ads.

This helps understand the effectiveness of the campaign in reaching the target audience.

The other options describe other metrics or analyses.

NEW QUESTION # 54

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